

Microsoft

Exam Questions MB-910

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)



NEW QUESTION 1

DRAG DROP

A company uses Dynamics 365 Marketing.
 Marketing team members must be able to group related customers for campaigns, market research, and surveys.
 What should you recommend? To answer, drag the appropriate features to the correct requirements. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
 NOTE: Each correct selection is worth one point.

Answer Area

Features	Requirement	Feature
Marketing list only	Create a single campaign activity geared to a targeted audience.	
Marketing segment only	Create groups of related customers for use in customer journeys.	
Marketing segment or marketing list		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Box 1:
 You cannot use marketing segments in a campaign.
 Box 2:
 You can only use one type of marketing list (a subscription list) for customer journeys. You can use any type of marketing segment for customer journeys.
 Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-vs-lists>

NEW QUESTION 2

HOTSPOT

A company has implemented Dynamics 365 Marketing.
 You need to implement apps to meet the company's business requirements.
 Which app should you use? To answer, select the appropriate options in the answer area.
 NOTE: Each correct selection is worth one point.
 Hot Area:

Answer Area

Scenario	App
Collect feedback on the effectiveness of a marketing campaign.	<div>▼</div> <div> LinkedIn Sales Navigator Dynamics 365 Customer Insights Dynamics 365 Customer Voice </div>
Synchronize leads from LinkedIn to Dynamics 365 Marketing.	<div>▼</div> <div> LinkedIn Sales Navigator LinkedIn Campaign Manager Dynamics 365 Customer Voice </div>
Create a unified view of customer data from different sources.	<div>▼</div> <div> Dynamics 365 Customer Insights LinkedIn Sales Navigator Dynamics 365 Customer Voice </div>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/overview> <https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration>

NEW QUESTION 3

A company integrates LinkedIn Campaign Manager with Dynamics 365 Marketing.
Which two actions can the company perform using out-of-the-box features? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Generate leads from LinkedIn.
- B. Create email templates for LinkedIn messages.
- C. Schedule and publish social posts.
- D. Create and publish events on LinkedIn.

Answer: AC

Explanation:

Reference: <https://seelogic.co.uk/technologies/dynamics-365/marketing-on-linkedin-with-dynamics-365-marketing/>

NEW QUESTION 4

HOTSPOT
A company plans to implement Dynamics 365 Customer Voice.
Instructions: For each of the following statements, select Yes if the statement is true. Otherwise, select No.
NOTE: Each correct selection is worth one point.

	Yes	No
Data from Dynamics 365 Customer Voice is available to Dynamics 365 Marketing.	<input type="radio"/>	<input type="radio"/>
You can present specific survey questions based on responses to previous questions.	<input type="radio"/>	<input type="radio"/>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Explanation/Reference: Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/customer-voice>

NEW QUESTION 5

DRAG DROP
A company uses Dynamics 365 Sales. The following groups of users must be able to perform specific activities with account data.

User group	Has Dynamics 365 Sales license	Requirement
Group A	No	View account data.
Group B	Yes	Make bulk changes to account data without downloading data to a local computer.

You need to export data for each group of users. Which export options should you recommend?
To answer, drag the appropriate export options to the correct user groups. Each export option may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Answer Area

Export options	User group	Export option
Dynamic worksheet	GroupA	
Static worksheet	GroupB	
Excel Online		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Reference:
<https://docs.microsoft.com/en-us/powerapps/user/export-excel-static-worksheet>
<https://docs.microsoft.com/en-us/powerapps/user/export-to-excel-online>

NEW QUESTION 6
A company uses Dynamics 365 Sales.
You need to create a forecast in Dynamics 365 Sales so that the sales director will be able to predict upcoming sales revenue. Which standard record type is used to create the forecast?

- A. Account
- B. Lead
- C. Quote
- D. Opportunity

Answer: D

Explanation:
Reference: <https://docs.microsoft.com/en-us/dynamics365/sales-enterprise/configure-forecast>

NEW QUESTION 7
HOTSPOT
A company plans to implement Dynamics 365 Sales to manage sales pipelines.
For each of the following statements, select Yes if the statement is true. Otherwise, select No.
NOTE: Each correct selection is worth one point.

Statement	Yes	No
You can use a business process flow to ensure that all salespeople follow the same stages to qualify leads.	<input type="radio"/>	<input type="radio"/>
You can see leads in your opportunities view even if the lead is not qualified.	<input type="radio"/>	<input type="radio"/>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Reference: <https://docs.microsoft.com/en-us/dynamics365/sales-professional/customize-business-process-flows>

NEW QUESTION 8
A customer needs a cost-effective sales solution that can display current news about a lead or an account.
You recommend Microsoft Relationship Sales.
Which two products are included in Microsoft Relationship Sales? Each correct answer presents part of the solution.
NOTE: Each correct selection is worth one point.

- A. Dynamics 365 Customer Insights

- B. Dynamics 365 Sales Enterprise
- C. Dynamics 365 Sales Insights
- D. LinkedIn Sales Navigator

Answer: BD

Explanation:

Explanation/Reference:

Reference: <https://docs.microsoft.com/en-us/learn/modules/value-proposition-mrss/1-intro>

NEW QUESTION 9

HOTSPOT

You are evaluating Dynamics 365 Sales as a potential replacement for your company's existing sales system. What is a lead? To answer, select the appropriate option in the answer area.

Answer Area

A Dynamics 365 Sales lead is a potential

	▼
customer to be qualified or disqualified.	
sale related to products in the product catalog.	
sale that is always a product of a marketing campaign.	
sale that needs to be related to an existing customer record.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/sales-professional/manage-leads-sales-professional>

NEW QUESTION 10

You work as a technician and receive your work assignments by using cases in Dynamics 365 Sales.

You need to review the timeline for a case that you are managing.

Which type of activity appears in the case timeline?

- A. Project task
- B. Task
- C. Entitlement
- D. Work order

Answer: C

Explanation:

Reference:

<https://docs.microsoft.com/en-us/dynamics365/customer-service/customer-service-hub-user-guide-create-a-case>

NEW QUESTION 10

A company plans to implement Dynamics 365 Customer Service.

The company wants to use the system to determine when customers are having an issue and need help. You need to track customer issues until the issues are resolved.

What should you create?

- A. opportunity
- B. contact
- C. case
- D. quote

Answer: C

Explanation:

Reference: <https://docs.microsoft.com/en-gb/learn/modules/get-started-with-dynamics-365-for-customer-service/2-core-components>

NEW QUESTION 13

A company uses Dynamics 365 Field Service.

You create a work order from a case. A field service administrator schedules the work order. A technician arrives at the site of the work order and is ready to begin work on time.

What is the status of the work order?

- A. Open – In progress
- B. Open – Unscheduled
- C. Traveling

D. Open – Scheduled

Answer: A

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/field-service/work-order-status-booking-status>

NEW QUESTION 18

A company sells and services clothing washing machines and dryers. The company uses Dynamics 365 Field Service. You need to proactively monitor customer's equipment to identify problems and maintenance needs. Which two Connected Field Service options can you use? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Dynamics 365 Remote Assist integration
- B. Dynamics 365 mobile app
- C. Azure IoT Central
- D. Azure IoT Hub

Answer: CD

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/field-service/connected-field-service>

NEW QUESTION 20

DRAG DROP

All employees at a company use Office 365. You are setting up Dynamics 365 Sales for the company. Only some employees will have licenses for Dynamics 365 Sales. You need to recommend solutions for the company. What should you recommend? To answer, drag the appropriate solutions to the correct requirements. Each solution may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Answer Area

Solutions	Requirement	Solution
Microsoft Teams	Ensure that all employees can participate in the lead qualification process	
LinkedIn Sales Navigator	Display the latest news about the currently selected Lead record to Dynamics 365 Sales users.	
Microsoft Dataverse	Acquire relevant account information from Dynamics 365 Finance.	
Knowledge Articles		

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Answer Area

Solutions	Requirement	Solution
Microsoft Teams	Ensure that all employees can participate in the lead qualification process	Microsoft Teams
LinkedIn Sales Navigator	Display the latest news about the currently selected Lead record to Dynamics 365 Sales users.	LinkedIn Sales Navigator
Microsoft Dataverse	Acquire relevant account information from Dynamics 365 Finance.	Microsoft Dataverse
Knowledge Articles		

NEW QUESTION 22

HOTSPOT

A customer purchases Microsoft 365 and Dynamics 365 Sales. For each of the following statements, select Yes if the statement is true. Otherwise, select No.
NOTE: Each correct selection is worth one point.

Answer Area

Statement	Yes	No
Salespeople can only use Microsoft Teams to call customers who also use Teams.	<input type="radio"/>	<input type="radio"/>
Executives must have Power BI desktop installed to view Power BI reports shared with them.	<input type="radio"/>	<input type="radio"/>
Salespeople can share notes within Dynamics 365 Sales using OneNote.	<input type="radio"/>	<input type="radio"/>

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:
Reference: <https://docs.microsoft.com/en-us/dynamics365/sales-enterprise/configure-microsoft-teams-dialer> <https://docs.microsoft.com/en-us/power-platform/admin/set-up-onenote-integration-in-dynamics-365>

NEW QUESTION 23

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